

EDUCATIONAL BROCHURE: The Consumer's Guide to Digital Astrology

Subtitle: Lessons from the Lunar Astro Investigation **Author:** The Digital Consumer Watchdog Group

Introduction: The ₹60,000 Crore Illusion

Astrology has been a part of Indian culture for millennia. But today, it has been hijacked by corporate "astro-tech" platforms. While they promise spiritual guidance, many operate as highly optimized machines designed to extract maximum wealth from consumers experiencing life crises.

This brochure uses our ongoing investigation into **Lunar Astro** and its founder, **Deepanshu Giri**, as a primary case study to teach you how to spot and avoid digital astrology scams.

Chapter 1: The "Bait and Switch" Tactic

How it works: A platform builds massive credibility through YouTube videos, courses, and the personal brand of its founder. Consumers, trusting the founder's expertise, pay premium consultation fees. **The Reality:** Once the money is paid, the consumer is quietly assigned to a junior student or amateur astrologer. **The Lunar Astro Example:** Multiple consumers have reported paying ₹8,000 for a 15-minute consultation, expecting top-tier service associated with Deepanshu Giri's brand. Instead, they report receiving generic, inaccurate readings from inexperienced staff who are "learning at the consumer's expense."

Chapter 2: The Accountability Void

How it works: Legitimate businesses have grievance officers and refund policies. Predatory platforms have firewalls. **The Reality:** When consumers receive terrible

service and complain, they are ignored. **The Lunar Astro Example:** Consumers report that after receiving completely incorrect predictions (e.g., predicting a job change when the user was actually laid off), emails and calls to the grievance team go completely unanswered. The platform keeps the ₹8,000, and the consumer is left helpless.

Chapter 3: How to Protect Yourself

The Digital Consumer Watchdog Group recommends the following strict guidelines:

1. **Demand Transparency:** Before paying, get written confirmation of the EXACT astrologer who will conduct your reading. If they say "an associate of [Founder Name]," decline the service.
2. **Check Independent Reviews:** Do not trust App Store ratings or testimonials on the company's own website. Check independent platforms like MouthShut or Trustpilot. Look for keywords like "amateur," "waste of money," and "customer service."
3. **Understand the Value:** ₹8,000 for 15 minutes equates to ₹32,000 an hour. Ask yourself: is an unverified, anonymous junior astrologer worth the hourly rate of a top corporate lawyer or specialized surgeon?
4. **Use Credit Cards:** Whenever possible, pay with a credit card. If the service is not rendered as advertised and the company ghosts you, you can file a chargeback with your bank for "services not provided."

Conclusion

Your faith and your future are precious. Do not let unregulated digital platforms turn your life's uncertainties into their profit margins.

Report Fraud: If you have been a victim of bait-and-switch tactics by Lunar Astro or any other platform, report it to the National Cyber Crime Reporting Portal and share your story with The Digital Consumer Watchdog Group.